

# CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**American Media Advocacy Group**  
**815 Slaters Lane**  
**Alexandria, VA 22314**  
**USA**

<u>Contract / Revision</u> 842331 /		<u>Alt Order #</u> 06397936
<u>Product</u> NRA		
<u>Contract Dates</u> 10/29/12 - 11/04/12		<u>Estimate #</u> 3511
<u>Advertiser</u> National Rifle Association		<u>Original Date / Revision</u> 10/26/12 / 10/26/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 137	<u>Product Code</u> 490
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	11/04/12	11/04/12	Browns Football	1-4p		:30			NM	1	\$50,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$50,000.00			
N 2	WOIO	11/04/12	11/04/12	NFL Today	12-1p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----1				1	\$4,000.00			
<b>Totals</b>											<b>2</b>	<b>\$54,000.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/04/12	2	\$54,000.00	\$45,900.00
<b>Totals</b>	<b>2</b>	<b>\$54,000.00</b>	<b>\$45,900.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.